

Take **Control** of your Website,  
Search Engine **Placement**  
&  
**Build** Customer Relationships  
**KC 2.0 Multi-Channel Content Management**  
**KCExpress \$2495**

Take Control of your Website Content. Add and Modify your Website Content from your web-based KnowledgeControl Content Management site. No longer do you need to call your web developer to add or make changes to your website. KnowledgeControl's easy to use professional Web Content Management solution puts you in control of your Website.

Now you can take advantage of the power and efficiency of the World Wide Web. Make your website the Communication Center for your business.



**It couldn't be easier**

Maintain your website directly from the Edit Mode of your Website. Just click on the Edit link and make the changes or click the Add link to add a new webpage. Now your website can always be up to date.

**No HTML or technical skills required.**

- \* Add unlimited webpages to your Website
- \* Add new web sections to your website
- \* Seven Content types to accommodate content requirements
- \* Upload Photos and Graphics
- \* Format content with easy Rich Text Editors
- \* Add links and graphics to content

Take **Control** of Search Engine **Placement**

The KCExpress Meta Data Management system gives you control of the Meta Data tags that search engines use to index your website. Create custom Meta Data tags for each webpage you publish. The KnowledgeControl Meta Data Management system provides an easy interface for increasing your search engine placement.

**Build Relationships**

Start using your **Website to Build Relationships**. KnowledgeControl Multi-Channel Content Management tightly integrates every webpage with its Request For Information (RFI) Management system. Provide your customers and potential customers with an easy way to request additional information and to ask questions. The KC 2.0 Request For Information system notifies the designated person in your operation of a request and tracks the results.

Now you can **Build Relationships** easily:

- \* Every Webpage can have a Request For Information link
- \* Convenient email notifications of all requests
- \* KC - RFI Management System tracks all requests
- \* RFI management reports

Whether you are building a new website or want to Take Control of your existing website– KCExpress is the right solution.

The informu.com, Inc. Template Design professional will build you a custom Website Template set. Your custom Website Template set will give your business a consistent high end professional look & feel.



## What's Included

### The following are the services included in the KCExpress \$2495 Promotion:

**2 hours - Planning** - During the Planning Event, the team discusses, agrees on and drafts a Project Charter. The Project Charter communicates the nature, scope, key success measures and other items that fully define the purpose and boundaries of the project.

**2 hours - Website Sections and Navigation** - Determine the Public Website sections and navigation scheme. For each Website section the type of content that will be published for that section and the Content Management navigation scheme.

**2 hours - Website Content Strategy** - The Website Content Strategy defines who and where content originates and how often it will be updated.

**2 hours - Website Communication Strategy** - The Communication Strategy defines which Website Content will have a separate RFI web form, who is responsible for replying to the RFI and what the turn around time is for each reply (Service Level Agreement).

**2 hours - META Data Strategy** - The Meta Data Strategy defines the default Meta Title, Meta Keywords, and Meta Description. Once the Meta Data is determined it is configured into the KCExpress Content Management solution. The Meta Data can be modified for each webpage.

**5 hours - Configure Content Management solution** - The Content Management system is configured according to the Content Management Specifications. The informu.com implementation team will configure workflows and wizards to assure easy of use.

**5 hours - Configure a Communication Management (Request for Information RFI) solution** - The Communication Management solution is configured according to the Communication Management Specification and to assure all communications from the Public Website are directed to the responsible person and handled in a timely manner.

**10 hours - Template Design, Build, Test and Deploy** - The informu.com Template Design professionals will develop a KCExpress Public Website template set with a Look & Feel that matches your company's look, content strategy and navigation scheme. Typical Public Website Template Set includes, Homepage, Websection pages, Listing Pages, Detail Database pages, Request for Information (RFI) Web Form, and RFI Thank You page.

## Design Ideas

There are 100's of designs posted on the website to choose from for all business types. Start by reviewing the designs for your type of business. However all designs can be modified for any business.

Once you find a design you like click on the "Request More Information" link and complete the form. If you can't find a design you like let us know we have over 1500 designs that we can show you.

